

Annexe III

Copier Procurement Project

Country Reports

Korea, Finland, Switzerland,
Netherlands, United Kingdom,
United States

IEA Annexe III Copier Procurement Project

Korean Participation

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Korea's Participation in Annexe III

- Korea has recently joined Annexe III and will participate in several projects
- Korean government will be represented by Korea Energy Management Corporation (KEMCO)
 - Quasi-government organization
 - Provides technical, financial assistance to encourage efficient use of energy
 - Offers policy solutions, international cooperation

Copier Manufacturing in Korea

- SindoRicoh: Complementary to Ricoh ltd, conducts independent R&D concentrating on medium speed copiers
- Lotte Canon: Conduct some independent R&D
- Korea Xerox: Coordinate with Fuji Xerox
- Hyundai: Parts import, assembly
- Daewoo: Parts import, assembly

Exports of Copiers from Korea

- Most Korean affiliates produce for the domestic market
- SindoRicoh manufactures copiers sold abroad as OEM, relying on Ricoh channels

Korean Manufacturers on Draft Specifications

- Draft specifications viewed as attainable
- Digital copiers already introduced in Korea
- Suggest toner recycling specification
- Little interest in duplex copying among buyers in Korea

Buyers Groups in Korea

- Governmental Procurement Agency
 - Specify only commercially available products
- US 8th Army
- Department of Defense

Summary: Korea's Participation

- Korean manufacturers can participate for the domestic market
- Korean manufacturers do not intend to compete for international markets
- KEMCO will participate in the project as an observer and contributor

Finland Participation

Heikki Harkonen

Motiva

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IEA DSM Annex III

Next Generation Energy Efficient Copier Procurement Project

Copier Project Group Member

MOTIVA - Information Center for Energy Efficiency, Finland

- Established in 1993
- Independent, non-profit organisation
- Mainly funded by the Ministry of Trade and Industry
- Main task: implement government's energy saving programme
- All sectors of energy use: households, transportation, services, industries
- Staff: 15 persons

Activities

- Information
- Co-operative projects
- Energy audits
- Energy efficient technologies

Washington, DC - December 2, 1997- Heikki Härkönen

IEA DSM Annex III

Next Generation Energy Efficient Copier Procurement Project

IEA DSM Annex III and MOTIVA

MOTIVA:

- Finnish representative, contact point
- Market pull approach in energy efficient technology activities
- Technology procurement and market pull main tools
- Own projects, 4 full scale TPs behind, new ongoing
- Co-operation with NUTEK, Sweden
- International co-operation essential (Annex III, EU-TP, etc.)

Annex III:

- Learning process
- Support and participate in all pilot projects

IEA DSM Annex III

Next Generation Energy Efficient Copier Procurement Project

MOTIVA and Annex III Copier Project

- Partial, supportive participation
- Copier project group meetings
- Buyer group contacting, gathering
- Market opening efforts
- Information activities

Full scale activities in Annex III

- A-Lamp Project
- Hi-Motors Project

IEA DSM Annex III

Next Generation Energy Efficient Copier Procurement Project

MOTIVA and Annex III Copier Project, Activities

Past:

- Copier project group meetings
- Study on the Finnish market: sales figures of different types etc.
- Preliminary contacts with possible buyers
- Feedback and comments on the draft specifications
- Information activities, office equipment brochure, E*

Present:

- Network building, buyer group contacts

Next:

- Brochure in Finnish
- Waiting for the final specifications and tender for bids
- Continue buyer group gathering

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Next Generation Energy Efficient Copier Procurement Project

Finnish buyers

- Cities, towns, local communities
- Governmental purchasing
- Private service sector

- Trading House Hansel Ltd.
(former Governmental Purchasing Agency)

Connection with

- Governmental purchasing - new energy efficiency requirements
- Voluntary agreements (MTI - buyers mentioned above) - procurement of new, innovative, energy efficient technologies

IEA DSM Annex III

Next Generation Energy Efficient Copier Procurement Project

MOTIVA appreciates EPA and LBNL project manager
and resource allocation in the copier project

Intercontinental co-operation = Challenge

IEA Annexe III Copier Procurement Project

Swiss Participation
Bernard Aebischer,
Swiss Federal Institute of Technology

Activities in Switzerland

- 7 Million Inhabitants
- 250'000 Copiers in Use
- 40'000 Copiers Sold per Year
 - **80%** **30 cpm**
 - **15%** **30 to 60 cpm**
 - **5%** **> 60 cpm**
- **1% of Global Market**

Copier Working Group within Obu (1996)

- **Obu:** Swiss Association for Environmentally Conscious Management with 250 Members (Including the Largest Inter-nationally Active Swiss Companies!)
- 4 meetings with 10 to 20 participants
 - 4-9 Buyers
 - 2-4 Representatives of Manufacturers
 - 2-3 Institutions
 - 2-4 Experts in Imaging Technology, Paper and Energy

Outcome I

- Declaration Sheet of Ecological Relevant Data
- Promotion of this Declaration Sheet
 - Platform by Federal Office of Energy
 - Declaration by Manufacturers
 - Data Used by Buyers
- 1st Draft Requirements for Innovative Copier
 - ZESM and Fast Recovery
 - Attractive Duplexing (easy, speed, counters)
 - Blue Angel

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Outcome II

- 4 Leading Buyers
 - Credit Suisse
 - Migros
 - Swiss Bank Corporation
 - Swiss Reinsurance Corporation
- 2 Supporters
 - Obu
 - Energy 2000 Program

Leading Buyer

- Participation in National Copier Working Group
- Public Declaration:
 - Considering the Innovative Copier Explicitly in the Regular Purchasing Process as Soon as it is on the Market
 - Signing the Leading Buyer List
- Actions inside the Company:
 - Communicating the Participation in the Copier Procurement Project
 - Promoting the Innovative Copier

Supporter (Institutions and Associations)

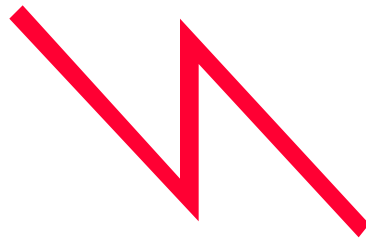
- Signing the Supporter List
- Institution and Association:
 - Public Statement to Support the Copier Procurement Project
- Association:
 - Encouragement of their Members to Join the Copier Procurement Project (Snowball Effect)

Technology Procurement Copiers in the Netherlands

Jan Straatman

Novem

Netherlands agency for energy and the environment





Mission of Novem

Improvement of the energy and the environmental situation via:

- ⚡ promoting energy conservation
- ⚡ developing energy and environmental technology

Position Novem:

- ⚡ knowledge: technique/market/government
- ⚡ independent
- ⚡ not for profit

Core business Novem

- ⚡ To fulfil an intermediary role
- ⚡ To stimulate technological cooperation
- ⚡ Knowledge and information management
- ⚡ To stimulate international cooperation
- ⚡ To carry out subsidy schemes

Activities EE Office Equipment

- Market research (offices, private consumers)
- User behaviour (survey, monitoring)
- Brochure, internet
- Conference June '98
- Workshop Green Offices (including TP Copiers)

Charter Programmes

- Banks, insurance companies
 - Education
 - Health care
 - Retail
-
- Target: improvement of energy efficiency with 30% (1989-2000)

Workshop Green Office (TP) as a first start (no comm. yet)

- Rabo (bank)
- ING (bank)
- ABN/AMRO (bank)
- KPN (Royal Dutch Postal and Telecom Co)
- Philips
- Amsterdam Airport Schiphol

Office Equipment

6 organisations (NL)

- Computers: 115.000
- Printers: 32.000
- Copiers: 9.500
- Fax: 9.000

Opinions on TP project

- All have an interest in energy efficient office equipment (Quality/Environmental Management)
- Some express strong commitment
- Some are (only) supporters

Future activities

- Come to some kind of memorandum of understanding
- Enlarge the groups of leading buyers and supporters
- More in general: Promotion activities to increase the awareness of purchasers and IT-managers

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UK Participation

BRESCU, Building Research Establishment

UK Participation in Copier Procurement

- Building Research Establishment (BRESCU) is designated contact
 - Consultancy
 - Technical expertise in building related technologies, including office equipment

UK Participation in Copier Procurement

- UK has conducted discussions with potential buyers:
 - Insurance Industry
 - British Airways
 - Retail
 - City councils
 - Banking

UK Participation in Copier Procurement

- UK Findings:
 - All organizations expressed interest
 - Buyers want more definition before committing to purchase/lease
 - Other factors are critical: overall environmental performance, cost
- BRE is continuing to build buyer support in the UK

Country Report: United States

- U.S. Participation in Procurement Project:
 - As observer until September 1997
 - U.S. is accepting project manager role
- EPA (ENERGY STAR office equipment program) is U.S. representative to copier project, delegating tasks to Lawrence Berkeley National Lab
- Technology procurement is complementary to existing copier work

U.S. Leading Buyer and Supporter Prospects

- Federal Government
 - EPA, DOE, USPS, GSA
- Corporations
 - Banking, insurance industries
- Universities
 - Buyers associations
- Copy service providers
 - Kinko's

Buyer Interests

- Low operating cost (energy)
- Digital
- Color
- Broad environmental benefits
- High reliability duplexing